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## MEDIA RELEASE

### **EzyTitle: the pioneering blockchain solution to South Africa's land crisis.**

**A fully tradable title is the first step toward true economic freedom.  
EzyTitle will deliver this and reverse one of the greatest evils of apartheid**

For generations, black South Africans fought for the right to own the land they called home, where they lived, built, and farmed. The apartheid denial of land ownership for most South Africans has left millions who hold, but do not own land, without security, pride, inheritance, and dignity.

Shockingly, more than a generation later, that legacy endures.

EzyTitle is about to change radically. Not just in South Africa but worldwide.

EzyTitle is pioneering blockchain technology designed to simplify ownership registration and enable millions to own their land unambiguously.

Ownership is a passport to economic prosperity and personal dignity. A fully tradable title provides access to finance and credit to build a home, start a business, educate children, acquire healthcare, and more.

As one of the founder-members of the EzyTitle team, Dr Simphiwe Madikizela, said, “Our solution is not just about tenure, it is about rewriting history. It is about ensuring that no South African, whether in a township, shack, or rural homestead, will ever again be insecure about their right to their land where they might have lived for generations. An EzyTitle will be secure, digital, and permanent.”

Free Market Foundation and Khaya Lam founder and past President, Leon Louw, has championed this cause for over 40 years. Contrary to a [News24 article](#) (14/4/25), titling started during the late 1970s, long before he started calling it Khaya Lam. There have been over 100,000 full titles, not merely 13,600, valued closer to R30 billion. EzyTitle co-founder and Izwe Lami (My Land) founder, Louw said, “EzyTitle is more than an app, it is a revolution, a technological breakthrough, a tool for land justice.

A generation into democracy, most black people are still denied the right to own their homes. The greatest damage apartheid inflicted endures. I have fought for black titling all my adult life. EzyTitle is the means of bringing this to millions quickly, efficiently, and permanently.”

Fellow EzyTitle founder and former senior banker, Marius Marais, said, “The enormity of what is proposed is hard to comprehend. The work we did in FNB estimated the value of the land that can be titled as over R4 trillion. A fully freely tradable title would unleash nearly 10 million properties worth twice as much as the annual Budget and nearly half of the entire economy (GDP) into the hands of the poor and the economy in general”.

Ruan Strydom, Managing Director, tinMan Digital and EzyTitle partner, said, “EzyTitle leverages GPS, smart contracts, and blockchain technology to make land ownership secure and accessible to all. Smart contracts make transactions, including rentals, legally binding. Blockchain, with our unique technology, ensures incorruptible records accessible via any smartphone. It is a game changer in titling.”

Two pilot sites have been identified, Clayville and Marathon & Deport, in Gauteng.

Madikizela confirmed that the EzyTitle team are working with the Department of Human Settlements and the Ministry directly to align this vital initiative with government policy to deliver real home ownership to the millions of citizens who have waited since the end of apartheid to own their homes.

Whilst the initial rollout focuses on township dwellers and informal settlements, EzyTitle will expand to formal housing, commercial properties, and agricultural land, creating a nationally recognised system of ownership and ultimately internationally in other countries facing similar challenges.

The result is economic growth and empowerment - when people own land, they build, invest and create generational wealth. Home construction will rise, businesses will flourish, and access to financial services will increase, thus breaking the cycle of poverty and building sustainable economic development. Townships will be transformed.

EzyTitle is an unbreakable system that ensures land ownership can never be stolen, rewritten, or manipulated. With every title stored securely on the blockchain, no government, company, or individual can alter or erase it.

Dr Madikizela envisions a future where no South African is left behind:  
*“Land ownership should not be a privilege - it should be a right. EzyTitle offers citizens more than just a property, it offers security, dignity, inheritance, and a future.”*

He continued, “For centuries, land ownership has been used as a tool of oppression. EzyTitle is turning it into a tool of liberation. With this groundbreaking technology, South Africans will no longer have to fight to prove what is rightfully theirs. Their land will be secured, protected, and owned.

**End.**

### **Media Contact and further information**

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### **About EzyTitle**

Founded by leading voices in land justice, blockchain innovation, and financial empowerment, EzyTitle is a South African-led conglomerate pioneering a bold new future for property ownership. EzyTitle delivers secure, digital, and permanent land titles using blockchain, GPS, and smart contract technology — placing unbreakable ownership into the hands of millions previously denied it. By transforming tenure into tradable title, EzyTitle unlocks economic opportunity, restores dignity, and builds generational wealth across townships, informal settlements, rural communities, and beyond. It is more than a platform — it is a catalyst for national transformation and a model for global land reform.